

**CONTRACT**

**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

<b>Contract / Revision</b> 836379 /	<b>Alt Order #</b>
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<b>Product</b> OH Checks & Balances Oct 16-Oct 29
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<b>Contract Dates</b> 10/16/12 - 10/29/12	<b>Estimate #</b> 2928
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<b>Advertiser</b> Checks & Balances for Economic Growth	<b>Original Date / Revision</b> 10/15/12 / 10/15/12
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And:

**Strategic Media Placement.**  
 7669 Stagers Loop  
 Delaware, OH 43015

<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local

<b>Special Handling</b> Cash In Advance
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<b>Demographic</b> Adults 18+
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<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
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<b>Agency Ref</b>	<b>Advertiser Ref</b>
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/16/12	10/19/12	The Early Show	7-9a		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$100.00			
N 2	WOIO	10/22/12	10/26/12	The Early Show	7-9a		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$100.00			
N 3	WOIO	10/29/12	10/29/12	The Early Show	7-9a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$100.00			
N 4	WOIO	10/21/12	10/28/12	Face the Nation	1030-11a		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$3,000.00			
Week:		10/22/12	10/28/12	-----S				1	\$3,000.00			
N 5	WOIO	10/16/12	10/19/12	Action News at 5p	5-6p		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$1,500.00			
N 6	WOIO	10/22/12	10/26/12	Action News at 5p	5-6p		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,500.00			
N 7	WOIO	10/29/12	10/29/12	Action News at 5p	5-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,500.00			
<b>Totals</b>											<b>22</b>	<b>\$22,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	20	\$20,400.00	\$17,340.00
10/29/12 - 10/29/12	2	\$1,600.00	\$1,360.00
<b>Totals</b>	<b>22</b>	<b>\$22,000.00</b>	<b>\$18,700.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

# CHECKS & BALANCES FOR ECONOMIC GROWTH

856581

Revision #: 0 Date: 10/15/2012

Client: OH CHECKS & BALANCES  
Media: TV  
Product: TV  
Market: Cleveland

Estimate: 2928  
Description: OH CHECKS & BALANCES OCT16-OCT29  
Flight Start Date: 10/16/12 5:00:00 AM  
Flight End Date: 10/29/12 4:59:00 PM

Separation between spots: 30

Buyer: GREG PHELPS

Estimate Comments:

*Greg Phelps*  
10/15

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	10/16	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	Total Spots
18	WUAB-TV MTuWThF 7:00a-8:00a ACTION NEWS-7A<	EM	\$50.00	\$42.50	30	1	1	1	1	0	0	1	1	1	1	1	0	0	1	10
19	MTuWThFSaSu 10:00p-11:00p ACTION NWS@10<	RT	\$300.00	\$255.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	1
Total Cost:						2	2	2	2	0	0	2	2	2	2	2	0	0	2	20
Total																				18
OCT 12																				2
NOV 12																				

Signature:

# Summary by Station/System

Date: 10/15/2012

Client: OH CHECKS & BALANCES  
 Media: TV  
 Product: TV  
 Market: Cleveland

Estimate: 2928  
 Description: OH CHECKS & BALANCES OCT16-OCT29  
 Flight Start Date: 10/16/12 5:00:00 AM  
 Flight End Date: 10/29/12 4:59:00 PM

Separation between spots: 30  
 Buyer: GREG PHELPS

Estimate Comments:

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WUAB-TV	20	\$3,500.00	100%	\$2,975.00	100%
Market Total:	20	\$3,500.00		\$2,975.00	

# Summary by Station/Day

Date: 10/15/2012

Client: OH CHECKS & BALANCES  
Media: TV  
Product: TV  
Market: Cleveland

Estimate: 2928  
Description: OH CHECKS & BALANCES OCT16-OCT29  
Flight Start Date: 10/16/12 5:00:00 AM  
Flight End Date: 10/29/12 4:59:00 PM

Separation between spots: 30

Buyer: GREG PHELPS

Estimate Comments:

Station	10/16	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	Total
WUAB-TV	SPOTS 2	2	2	2	0	0	2	2	2	2	2	0	0	2	20
Total	STN Gross \$350 SPOTS 2	\$350 2	\$350 2	\$350 2	\$0 0	\$0 0	\$350 2	\$350 2	\$350 2	\$350 2	\$350 2	\$0 0	\$0 0	\$350 2	\$3,500 20
	STN Gross \$350	\$350	\$350	\$350	\$0	\$0	\$350	\$350	\$350	\$350	\$350	\$0	\$0	\$350	\$3,500